

CLAIMS

What is claimed is:

5           1. A method of at least one of  
reallocating, upgrading and awarding admittance  
to events to an event customer via a data  
communication network, said data communication  
network optionally comprising a server,  
workstations operably connectable to said server,  
10 one or more databases operably connectable to  
said server and said workstations, said  
workstations optionally including a web browser  
interface facilitating communication with said  
server, a point of sale server operably  
15 connectable to the server, a point of sale system  
operably connectable to the point of sale server,  
and wireless devices operably connectable to said  
server, said wireless devices including at least  
one of a smart card, a personal digital  
20 assistant, a mobile telephones, and a mobile data  
device, said wireless device comprising at least  
one of transmitting and receiving means and  
transceiver means for receiving and transmitting  
signals, said method comprising the steps of:

25           (a) receiving a communication from the  
event customer, the communication including a

request to obtain admittance to at least one event, the communication also including an identifier associated with an identification device;

5           (b) updating an account associated with said identifier to reflect the request;

          (c) accessing the account by utilizing the identifier stored on the identification device at the point of sale system upon presentation of the  
10           identification device to verify the request;

          (d) admitting the event customer at the point of sale system after verification of the request;

          (e) determining a predetermined time  
15           period associated with the event indicative of another event customer from event customers not attending the event in accordance with first predetermined criteria;

          (f) releasing an allocation associated  
20           with the another event customer and notifying at least one of the event customers that are at least one of currently attending the event and registered for said at least one of reallocating, reprovisioning, upgrading and awarding responsive  
25           to said releasing the allocation; and

(g) accepting by at least one of the event customers said at least one of reallocating, reprovisioning, upgrading and awarding in accordance with second predetermined criteria.

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2. The method of claim 1, wherein the communication includes at least one of payment information, an event selection, a venue selection, a concession selection, and a merchandise selection.

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3. The method of claim 1, wherein said identification device comprises a memory medium for storing the identifier, and wherein said accessing step further comprises reading said identifier from said identification device with a reading device.

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4. The method of claim 1, wherein the account is stored in at least one of the server, the identification device, and the point of sale server.

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5. The method of claim 1, wherein the account includes a list of purchased items.

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6. The method of claim 1, wherein the request comprises at least one of a movie ticket, a sporting event ticket, a concession, or merchandise.

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7. The method of claim 1, further comprising receiving demographic information from the event customer.

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8. The method of claim 1, wherein the identification device comprises at least one of a smart card, a credit card, a ticket, a wireless phone, a personal digital assistant, and a wireless device.

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9. The method of claim 1, further comprising generating at least one of a physical receipt, a confirmation, and an electronic confirmation with at least one of the identification device and the point of sale server.

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10. The method of claim 1, further comprising the step of generating at least one of a physical receipt, a confirmation, and an electronic confirmation with at least one of the identification device and the point of sale server, and the at least one of the physical receipt, the confirmation, and the electronic confirmation comprises at least one of reserved seating and purchase information.

11. The method of claim 1, wherein said second predetermined criteria includes the event customer willing to pay at least one of a predetermined price and the highest price, and wherein said method further comprises the step of billing the event customer in at least one of real-time or at a later time for said at least one of reallocating, reprovisioning, upgrading and awarding in accordance with the second predetermined criteria.

12. The method of claim 1, wherein said releasing an allocation associated with the another event customer and said notifying at least one of the event customers that are at

least one of currently attending the event and  
registered for said at least one of reallocating,  
reprovisioning, upgrading and awarding is  
performed in accordance with a predetermined  
5 algorithm.

13. The method of claim 1, wherein the  
first predetermined criteria includes at least  
one of agreement with one or more of the event  
10 customers, the event customer not providing  
notice of non-attendance a first predetermined  
time period prior to the event, the event  
customer not providing notice of non-attendance a  
second predetermined time period after start of  
15 the event, the event customer leaving the event  
early, and other predetermined criteria.

14. A method of upgrading and awarding  
admittance to events to an event customer via a  
20 data communication network, said data  
communication network optionally comprising a  
server, workstations operably connectable to said  
server, one or more databases operably  
connectable to said server and said workstations,

said workstations optionally including a web browser interface facilitating communication with said server, a point of sale system, and wireless devices operably connectable to said server, said wireless devices including at least one of a smart card, a personal digital assistant, a mobile telephone, and a mobile data device, said wireless device comprising at least one of transmitting and receiving means and transceiver means for receiving and transmitting signals to and from said server, said method comprising the steps of:

(a) receiving a communication from the event customer, the communication including a request to obtain admittance to at least one event, the communication also including an identifier associated with an identification device;

(b) processing the request including accessing an account by utilizing the identifier stored on the identification device at the point of sale system upon presentation of the identification device to verify and process the request, and updating a database indicating that the request was processed;

(c) admitting the event customer at the point of sale system after verification of the request;

5 (d) determining a predetermined time period associated with the event indicative of at least one other event customer not attending the event in accordance with first predetermined criteria;

10 (f) releasing an allocation associated with the at least one other event customer and notifying at least one of the event customers that are at least one of currently attending the event, previously submitted a request to attend the event and registered for the event to perform  
15 said at least one of upgrading and awarding responsive to said releasing the allocation; and

(g) accepting by the at least one of the event customers said at least one of upgrading and awarding in accordance with second  
20 predetermined criteria.

15. A method of upgrading and awarding admittance to events to an event customer via a data communication network, said data  
25 communication network optionally comprising a server, workstations operably connectable to said



server, one or more databases operably connectable to said server and said workstations, said workstations optionally including a web browser interface facilitating communication with said server, a point of sale system, and wireless devices operably connectable to said server, said wireless devices including at least one of a smart card, a personal digital assistant, a mobile telephone, and a mobile data device, said wireless device comprising at least one of transmitting and receiving means and transceiver means for receiving and transmitting signals to and from said server, said method comprising the steps of:

(a) receiving a communication from the event customer, the communication including a request to obtain admittance to at least one event, the communication also including an identifier associated with the event customer;

(b) admitting the event customer at the point of sale system after verification of the request, and updating a database indicating that the request was processed;

(c) determining first predetermined criteria associated with the event indicative of

at least one other event customer not attending the event;

(d) releasing an allocation associated with the at least one other event customer responsive to said determining step, and notifying at least another of the event customers to perform said at least one of upgrading and awarding responsive to said releasing the allocation; and

(e) accepting by the at least another of the event customers said at least one of upgrading and awarding in accordance with second predetermined criteria.

16. A system to upgrade and award admittance to events to an event customer, said system comprising:

a server comprising a processor and a memory medium, said server connected to a data communication network, said memory medium containing instructions for controlling said processor, wherein said processor receives a communication from the event customer, the communication including a request to obtain admittance to at least one event, the

communication also including an identifier associated with the event customer, updates a database indicating that the request was processed, determines first predetermined  
5 criteria associated with the event indicative of at least one other event customer not attending the event, releases an allocation associated with the at least one other event customer responsive to said determining step, and notifies at least  
10 another of the event customers to at least one of upgrade and award the at least another of the event customers with the allocation; and

a plurality of wireless devices operably  
15 connectable to said server, said wireless devices including at least one of a smart card, a personal digital assistant, a mobile telephone, and a mobile data device, said wireless device comprising at least one of transmitting and  
20 receiving means and transceiver means for receiving and transmitting signals to and from said server, including accepting by the at least another of the event customers said at least one of the upgrade and award for the reallocation via  
25 at least one of said wireless devices.

17. A system for upgrading and awarding admittance to events to an event customer, said system comprising:

5 means for receiving a communication from the event customer, the communication including a request to obtain admittance to at least one event, the communication also including an identifier associated with the event customer;

10 means for admitting the event customer at the point of sale system after verification of the request, and updating a database indicating that the request was processed;

15 means for determining first predetermined criteria associated with the event indicative of at least one other event customer not attending the event;

20 means for releasing an allocation associated with the at least one other event customer responsive to said determining step, and notifying at least another of the event customers to perform said at least one of upgrading and awarding responsive to said releasing the allocation; and

25 means for accepting by the at least another of the event customers said at least one

of upgrading and awarding in accordance with  
second predetermined criteria.

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